NORTHWEST TERRITORIES

2006 Visitor Exit Survey
Visiting Friends and Relatives

Tourism and Parks

Investment and Economic Analysis

Industry, Tourism and Investment
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INTRODUCTION

THE GOVERNMENT OF THE NORTHWEST TERRITORIES (GNWT) conducts a Visitor Exit Survey every four years to obtain baseline information on visitor numbers, spending patterns and visitation characteristics. Along with providing an accurate picture of visitation and spending for the survey year, these benchmark statistics are used to estimate numbers, spending and characteristics during the three years between the Visitor Exit Surveys.

The results of the 2006 Visitor Exit Survey have been compiled into a series of reports on various segments of the visitor population:

- Anglers
- Business Travellers
- General Tourists
- Hunters
- Outdoor Adventurers; and
- Travellers Visiting Friends and / or Relatives (VFR).

This report presents results for those travellers whose primary purpose for coming to the NWT was to visit with friends and/or relatives (VFR travellers). For a broad overview of all visitors to the NWT, please refer to the summary report.

Implementing the exit survey in 2006 was particularly important because new investments were being made in all areas of tourism development under the GNWT's *Tourism 2010: A Tourism Plan for the Northwest Territories*. The new investments were made to encourage and improve tourism product development, infrastructure, training, marketing and research with the anticipated result of increased visitation to and spending within the Northwest Territories throughout the life of the *Tourism 2010* plan.

OBJECTIVES

The objectives of the 2006 Visitor Exit Survey included:

- Obtaining sufficient data to develop an estimate of total visitation to the Northwest Territories for May through September 2006.
- Obtaining sufficient data to develop estimates of total visitation and spending for the following segments:
  - Anglers
  - Business Travellers
  - General Tourists
  - Hunters
  - Outdoor Adventurers; and
  - Travellers Visiting Friends and / or Relatives.
- Gathering sufficient data to produce profiles of visitors of each of the segments described above.
- Gathering data on visitors' interest and participation in Aboriginal Tourism products.

SURVEY INSTRUMENTS AND METHODOLOGY

A variety of survey instruments and methods were designed and utilized for capturing data from the six visitor segments noted above. A copy of the general leisure survey (used as a base for all other survey instruments) can be found in the appendix.

The survey instruments for the 2006 Visitor Exit Survey varied according to segment and mode of transportation.

- **Self-administered surveys** were designed for anglers, hunters and outdoor adventurers, and were distributed to the guests by guides at outfitters' lodges. Business and leisure visitors travelling by air received self-administered surveys while waiting for their departing flights at airports throughout the territory.
- **Trip diaries** were distributed at visitor information centers (VIC) and a post-trip telephone survey was designed to capture detailed information from visitors travelling by road.
- **Tally count sheets** were developed to determine passenger numbers and basic trip characteristics at airports. The tally count surveys were used in conjunction with the hunting and fishing license database, the territorial park permit database and vehicle counts at ferry crossings to estimate total visitation volume to the territory.

A total of 10,674 surveys were completed between May 15, 2006 and September 15, 2006, including 992 self-administered surveys completed at various airports; 1,065 Trip Diary phone surveys; 374 self-administered surveys completed at outfitters lodges; 5,225 license plate counts at ferry crossings; and 3,018 tally counts completed at various airports.

Unless otherwise specified, results presented in this report have been weighted to reflect the total estimated visitor volume based on vehicle traffic at ferry crossings and airport tally counts.

Table 1 is a list of survey distribution and collection locations for the 2006 Visitor Exit Survey.

Table 1: Survey Locations

Location	Airport Tally Counts	Self-Administered Surveys	Trip Diaries / Phone Survey
60th Parallel VIC			X
Acho Dene Native Craft Store and VIC			X
Blackstone Territorial Park Interpretive Centre			X
Dempster Delta VIC			X
Fort Simpson Airport	X	X	
Fort Simpson VIC			X
Fort Smith Airport	X	X	
Hay River Airport	X	X	
Inuvik Airport	X	X	
Norman Wells Airport	X	X	
NWT Outfitter Lodges		X	
Western Arctic VIC			X
Yellowknife Airport	X	X	

EXECUTIVE SUMMARY

BETWEEN MAY 15, 2006 AND SEPTEMBER 15, 2006, 6,217 travellers came to the NWT to visit with friends or relatives, representing approximately 17% of all travellers to the NWT. The vast majority of these travellers (95%), were from various Canadian provinces, including Alberta (40%), British Columbia (18%), and Ontario (15%), while just under half (48%) were visiting the NWT for the first time.

The gender of VFR travellers was almost evenly split, with slightly more than half (53%) being female. The average age of VFR travellers was 45.5 years old, while the majority of travellers were either 51-60, or 21-30 years old. VFR travellers are fairly well educated, with 59% having at least a college diploma. Typically, VFR travellers are either retired, professionals or have occupations within the education industry; with annual household incomes between $30,000 and $70,000.

VFR travellers don't typically plan their trip very far ahead, with the majority beginning to think about their trip only 6 months in advance and only making the final decision with 3 months notice or less. Their primary reasons for visiting the NWT include visiting with family and friends, general interest in the NWT and the wilderness, isolation, landscape or wildlife that they can experience while here. They also rely primarily on friends or relatives for information while planning their visit, with additional sources including the internet and word of mouth being used as well.

Preferred mode of transportation for VFR travellers was evenly split between air and road, with road travellers generally relying on their own equipment rather than rented vehicles or RV's. Given the nature of their visit, it is not surprising that the majority (78%) of VFR travellers stay in accommodations provided by friends or relatives. Hotels / motels and campgrounds were the second choice for most of these travellers, who typically travelled in groups of two as a couple or a family, and stayed for 4 to 9 nights.

Nearly 70% of VFR travellers also visited Alberta during their trip to the NWT, and 25% visited British Columbia as well. Almost half of this visitor segment said they would not have gone anywhere else had they not visited the NWT, while 19% said they would have visited some other province or territory within Canada.

VFR travellers generally enjoyed the activities they participated in while in the NWT, with sightseeing, shopping, photography and hiking being the most popular. 27% also said they had participated in some sort of aboriginal event or activity during their stay. Of those that said they had not participated in any aboriginal activities or events, more than half said that they were either not interested in aboriginal events or activities, or not aware of what was available. VFR travellers often consulted their friends / relatives or Visitor Information Centres when they needed information during their stay.

Average spending of VFR travellers while in the NWT was the lowest of any visitor segment during the summer season. At an average of $522 per person, VFR travellers spent just over $3 million on purchases while in the NWT. They also spent a considerable amount (over $4 million) on getting to the NWT. The majority of VFR travellers' expenditures was on airfare, fuel and restaurants. Traditional arts and crafts seemed to be a popular purchase for VFR travellers, with total spending on these items almost double that of the more simple souvenirs.

NUMBER OF VISITORS

BETWEEN MAY 15 AND SEPTEMBER 15, 2006, approximately 35,956 leisure and business visitors travelled to the Northwest Territories. The majority of leisure visitors, 62%, travelled to the territory by road, while 89% of business travellers flew.

Table 2: Visitor Numbers by Origin and Mode of Transportation

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	1,754	1,983	83	**3,820**	1,471	14	-	**1,485**	**5,305**
General Touring	1,546	60	95	**1,702**	8,367	1,277	1,994	**11,638**	**13,340**
Hunting	153	830	83	**1,066**	61	84	5	**150**	**1,216**
Outdoor Adventure	705	153	153	**1,011**	727	312	29	**1,068**	**2,079**
Visiting Friends & Relatives	2,910	33	176	**3,119**	2,988	110	-	**3,098**	**6,217**
Total Leisure	7,068	3,059	591	**10,718**	13,614	1,797	2,028	**17,439**	**28,157**
Business	6,262	529	150	**6,940**	815	8	36	**859**	**7,800**
TOTAL	**13,330**	**3,587**	**740**	**17,658**	**14,429**	**1,806**	**2,064**	**18,298**	**35,956**

VISITOR ORIGIN BY COUNTRY

ALMOST 36,000 VISITORS from around the world travelled to the NWT in the summer of 2006. Of that total, 6,217 visitors travelled to the NWT primarily to visit friends or relatives. The vast majority (94.9%) of these travellers were from Canada, while 2.3% were from the United States and less than 1.5% were from international countries.

Table 3: Visitor Origin by Country

Origin by Country	Frequency	Percent
Canada	5,898	94.9%
USA	143	2.3%
England	75	1.2%
Cayman Islands	25	0.4%
Finland	25	0.4%
Northern Ireland	25	0.4%
Unknown	25	0.4%
Total	**6,217**	**100.0%**

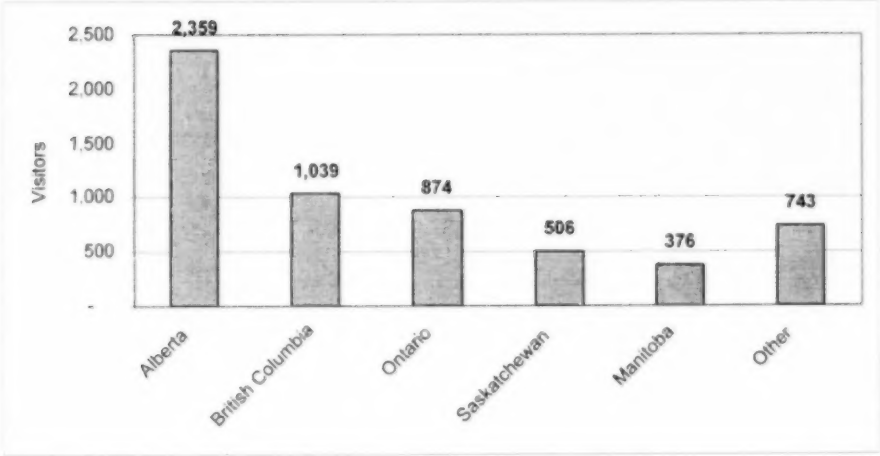
VISITOR ORIGIN BY PROVINCE AND TERRITORY

VISITORS FROM ALBERTA, BRITISH COLUMBIA AND ONTARIO accounted for 72% of Canadian travellers to the territory during the summer months in 2006. Over 15% were from Manitoba and Saskatchewan, and almost 6% of Canadian visitors came from Nova Scotia or Nunavut.

Table 4: Visitor Origin by Province and Territory

Province or Territory	Frequency	Percent
Alberta	2,359	40.0%
British Columbia	1,039	17.6%
Ontario	874	14.8%
Saskatchewan	506	8.6%
Manitoba	376	6.4%
Nova Scotia	164	2.8%
Nunavut	163	2.8%
New Brunswick	116	2.0%
Newfoundland	102	1.7%
Prince Edward Island	75	1.3%
Quebec	75	1.3%
Northwest Territories	27	0.5%
Yukon Territory	21	0.3%
Total	**5,898**	**100.0%**

Figure 1: Visitor Origin by Province



VISITOR ORIGIN BY STATE

VISITORS FROM THE UNITED STATES accounted for just over two percent (143 travellers) of VFR travellers during the summer of 2006. Thirty percent of US VFR travellers were from Washington, and another 15% were from New York.

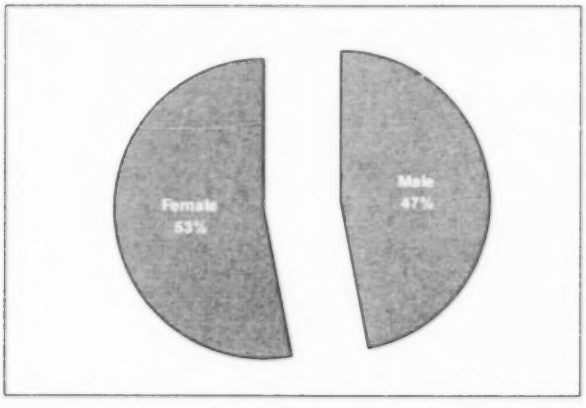
Table 5: Visitor Origin by State

Origin by State	Frequency	Percent
Washington	44	30.8%
New York	22	15.2%
Alaska	11	7.7%
California	11	7.7%
Georgia	11	7.7%
Michigan	11	7.7%
Montana	11	7.7%
Tennessee	11	7.7%
Texas	11	7.7%
Total	**143**	**100.0%**

GENDER

A BREAKDOWN OF TRAVELLERS WHO WERE VISITING FRIENDS AND RELATIVES while in the NWT indicates that 53% were female and 47% were male. This contrasts the overall gender ratio for all travellers to the NWT, where 38% were female and 62% were male.

Figure 2: Gender



AGE

THE AVERAGE AGE OF VFR TRAVELLERS in 2006 was 45.5 years. Figure 3 shows the distribution of age ranges of VFR travellers. While the primary age group for VFR travellers in 2006 was 51-60 (22%), a secondary age group consists of those aged 21-30 (20%).

Figure 3: Age Distribution

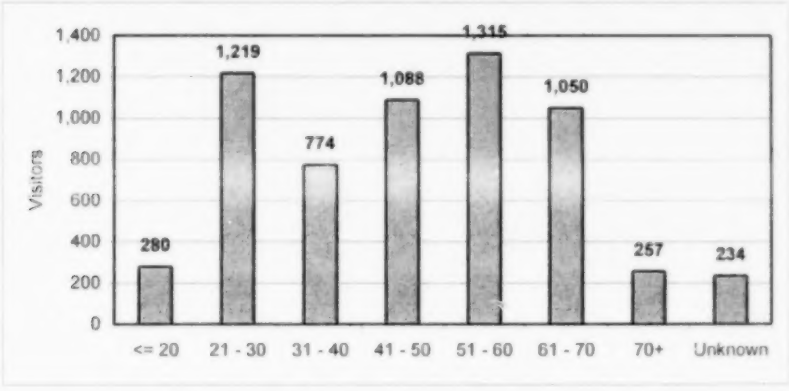
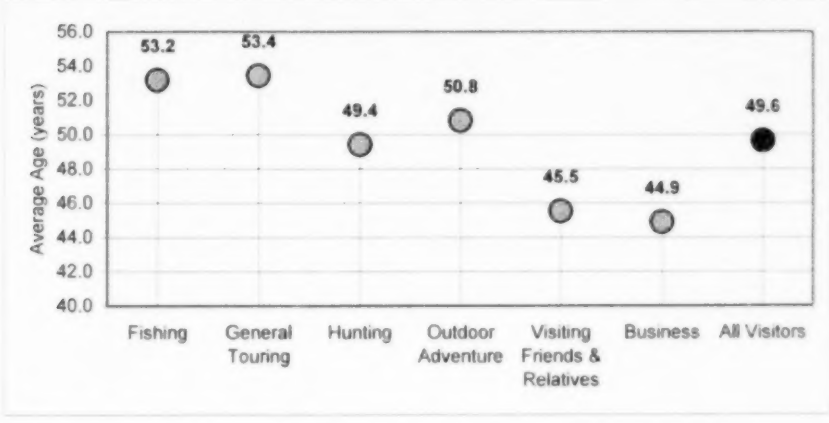


Figure 4, compares the average age of VFR travellers to that of all other segments of visitors to the NWT. Except for Business travellers, the average age of VFR travellers is statistically significantly different from that of all other segments of travellers.

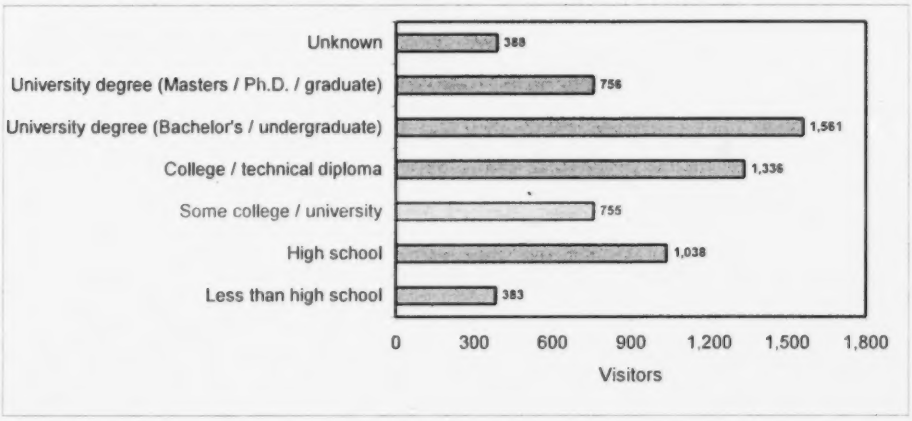
Figure 4: Average Age by Segment



EDUCATION

THE MAJORITY OF VFR TRAVELLERS are well-educated – over 58.8% have a college or university degree, compared to 66% of all travellers surveyed.

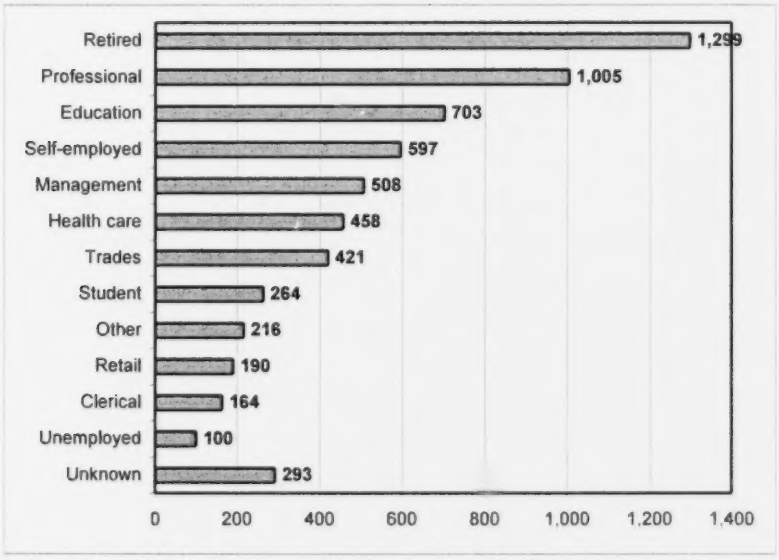
Figure 5: Visitor Education Levels



OCCUPATION

IN THE SUMMER OF 2006, 21% of VFR travellers were retired, 16% had a professional occupation and 11% were within the education industry. The figure below shows a breakdown of visitors' occupations.

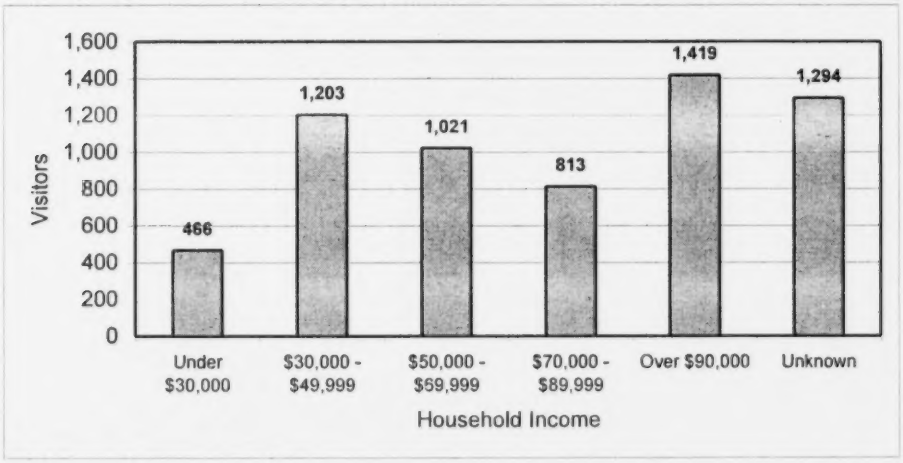
Figure 6: Visitor Occupations



HOUSEHOLD INCOME

VISITORS' ANNUAL HOUSEHOLD INCOMES ranged from under $30,000 to over $90,000. Approximately 36% of VFR travellers reported household incomes between $30,000 and $70,000, while 23% reported household incomes greater than $90,000. However, more than 20% of VFR respondents did not report their household incomes, so results should be interpreted with caution.

Figure 7: Visitor Household Income



REASONS FOR CHOOSING THE NORTHWEST TERRITORIES

FOR VFR TRAVELLERS, the top reasons for choosing to visit the NWT included family or friends (86%), general interest in the NWT (36%) and wilderness, isolation, landscape or wildlife (28%). Always wanted to visit and culture or history, were also important reasons for why VFR travellers chose to visit the NWT.

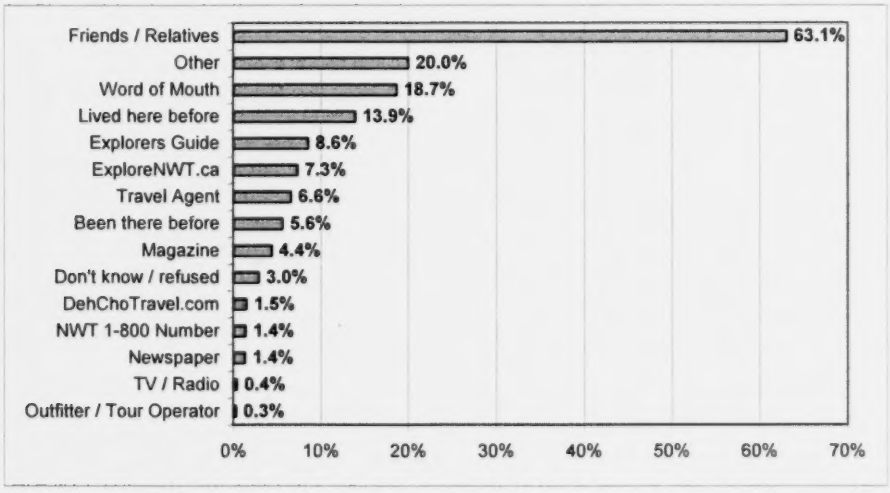
Table 6: Reason for Choosing the Northwest Territories

Reason for Choosing the NWT	Percent
Family or friends	85.6%
General interest	35.8%
Wilderness, isolation, landscape or wildlife	27.8%
Always wanted to visit	20.7%
Culture or history	13.3%
Natural phenomenon, event, or attraction	9.5%
Fishing	9.4%
Other	7.1%
Hunting	0.9%

INFORMATION SOURCES USED DURING TRIP PLANNING

VISITORS USED A WIDE RANGE OF RESOURCES to plan their trip to the NWT. Most travellers (63%) relied on their friends or family to help plan their trip. Other popular sources of trip planning information for VFR travellers were "Other" (20%) and "word of mouth" (19%). Those who indicated "Other" as a source of trip planning information were asked to specify the source they used. The internet, including general searches, was the most common "Other" source, while CAA and the Milepost (Alaska highway travel guide) were also commonly cited.

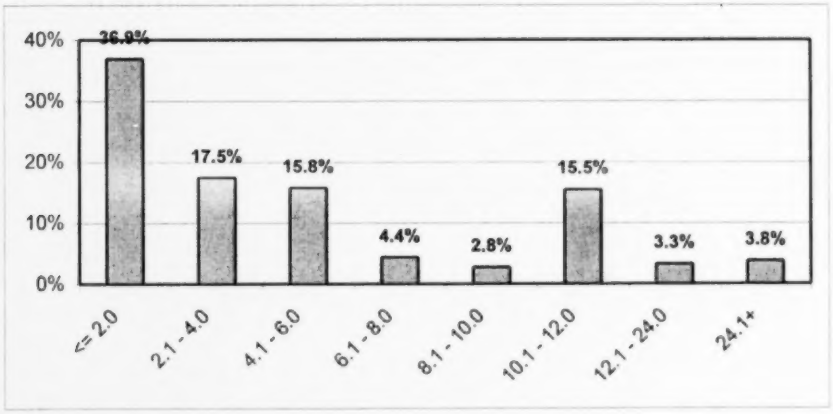
Figure 8: Information Sources used during Trip Planning



TIME FRAME FOR PLANNING TRIP

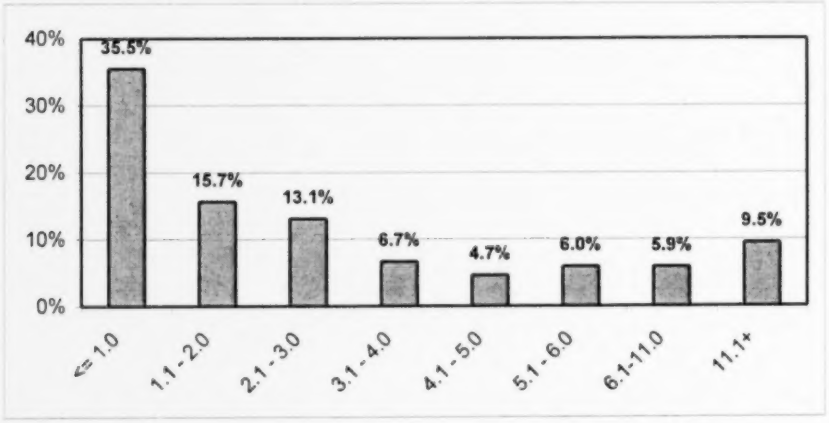
THE MAJORITY OF VFR TRAVELLERS (70%) STARTED THINKING about their trip to the NWT less than 6 months before actually making the trip, a relatively short time, considering most travellers to the NWT started thinking about their trip more than 15 months in advance.

Figure 9: How many months ago did you *start thinking* about travelling to the NWT?



MOST VFR TRAVELLERS made a firm decision to visit the NWT less than 3 months before actually making the trip. Only 15.4% of VFR travellers made a firm decision to visit the NWT more than 6 months in advance of their actual trip.

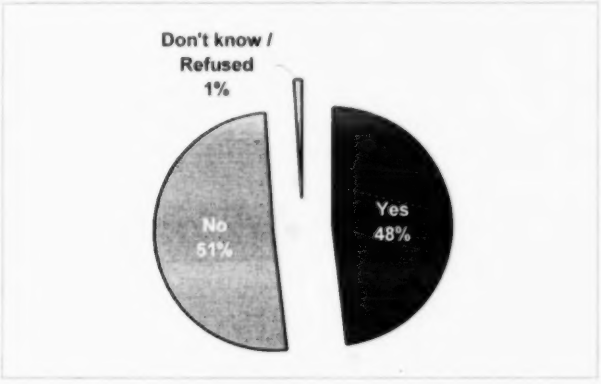
Figure 10: How many months ago did you make a *firm decision* to travel to the NWT?



FIRST VISIT TO NWT

WHILE OVER 56% OF ALL TRAVELLERS said that this was their first visit to the NWT, only 48% of VFR travellers indicated they were visiting the NWT for the first time. *Figure 11* presents the proportion of first time visitors for VFR travellers.

Figure 11: First Time Visiting the NWT



MODE OF TRANSPORTATION

ROAD AND AIR ARE THE TWO MOST COMMON MEANS of transportation to and within the Northwest Territories. During the summer of 2006, just over 50% of VFR travellers arrived in the NWT by way of Road travel, while the remaining visitors travelled by air. *Table 7* presents the breakdown of mode of transportation by air and road travel.

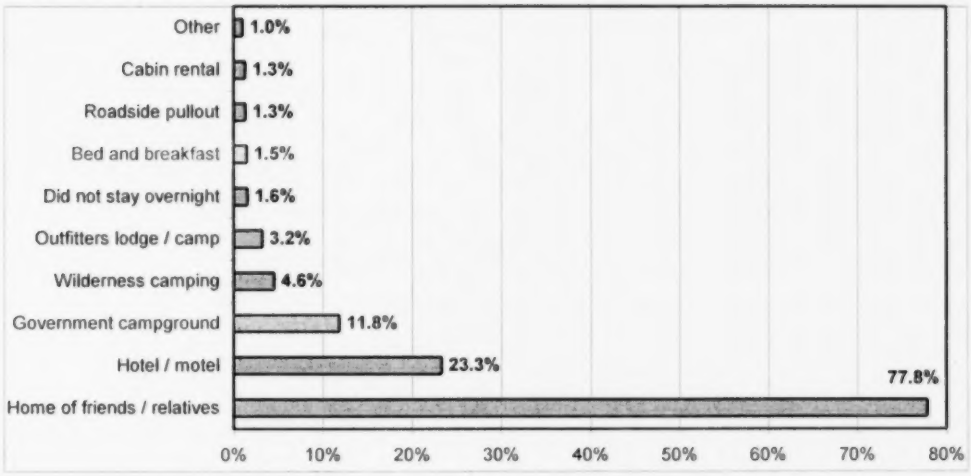
Table 7: Mode of Transportation

	Frequency	Percent
Air		
Plane - Commercial	933	15.0%
Plane - Private	167	2.7%
Road		
Car / Truck - Own	3,024	48.6%
Car / Truck - Rental	433	7.0%
RV - Own	185	3.0%
RV - Rental	0	0.0%
Tour bus	0	0.0%
Other	274	4.4%
Unknown	1,200	19.3%
Total	**6,217**	**100.0%**

ACCOMMODATIONS

WHILE SOME VFR TRAVELLERS stay in hotels / motels (23%) or Government campgrounds (12%), the vast majority (78%) find accommodations with the friends or relatives they are visiting. This is different from visitors to the NWT in general, where over 40% of travellers use hotels / motels and less than 20% stay with friends or relatives.

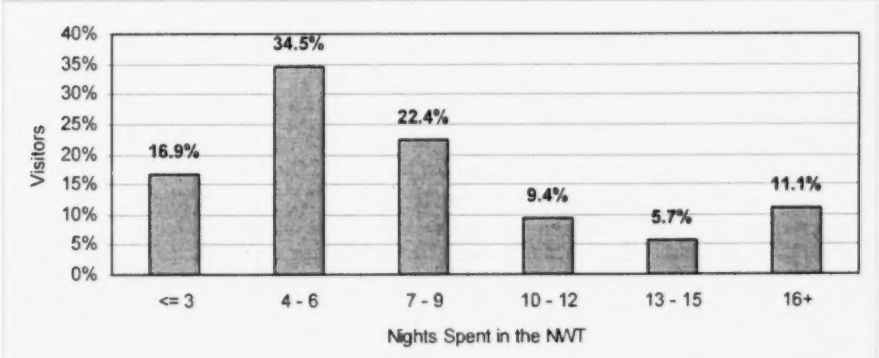
Figure 12: Accommodations Used while in the NWT



LENGTH OF THE TRIP

VFR TRAVELLERS SPENT AN AVERAGE of 10 nights in the Northwest Territories during the summer of 2006, slightly longer than the average of nine nights for all travellers. However, over 73% of all VFR travellers stayed for less than 9 nights, with 4-6 nights being the most common length of stay. Figure 13 shows the number of nights spent in the NWT by VFR travellers.

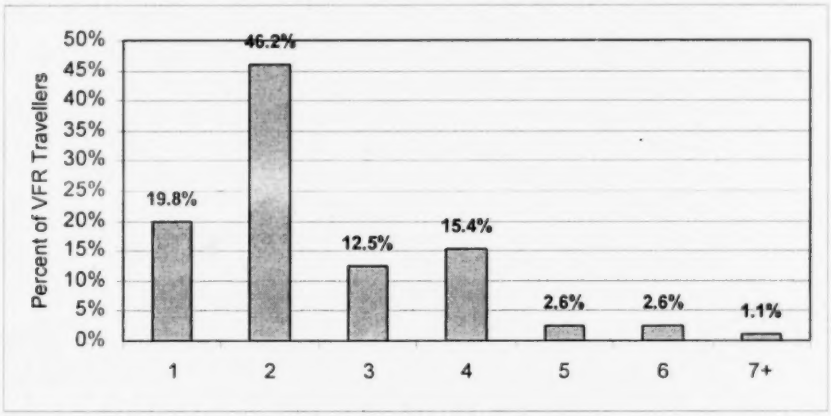
Figure 13: Number of Nights Spent in the NWT



PARTY SIZE

THE MOST COMMON PARTY SIZE FOR VFR TRAVELLERS was two people, with almost 94% of all VFR visitors travelling in groups of one to four. The average party size for VFR travellers (2.5), was also below the average party size for all visitor segments (3.5).

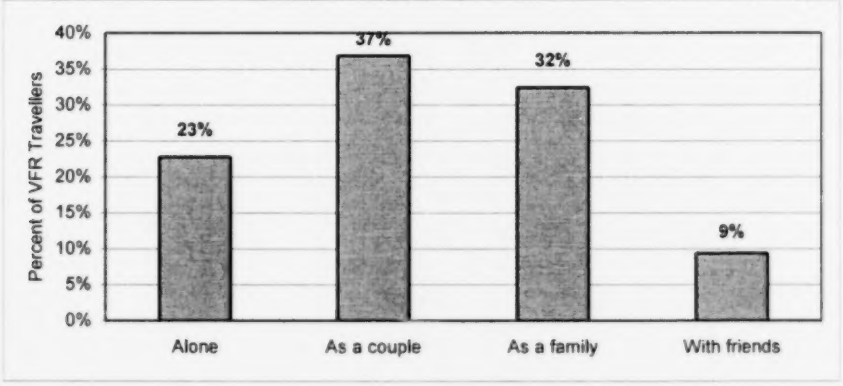
Figure 14: Average Party Size



PARTY CHARACTERISTICS

MOST VISITORS TRAVELLED EITHER AS A COUPLE (37%) or as a family (32%) while they were in the NWT. Twenty-three percent of visitors traveled alone, and only 9% travelled with friends.

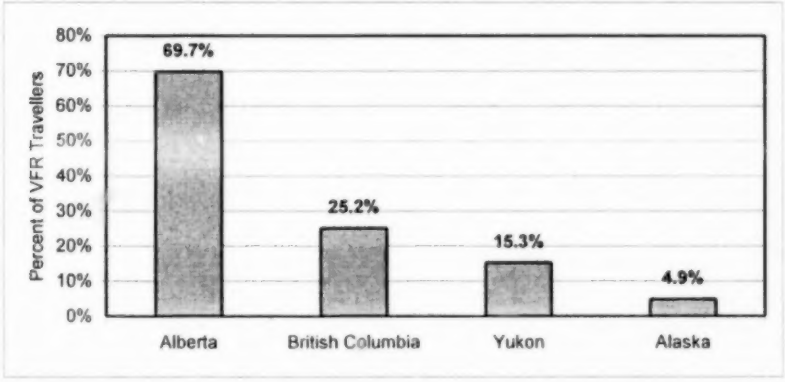
Figure 15: Party Characteristics



OTHER PLACES VISITED DURING THIS TRIP

DURING THEIR TRIP TO THE NORTHWEST TERRITORIES, almost 70% of VFR travellers also travelled through Alberta, while 25% said they also travelled through British Columbia. Fifteen percent said they travelled through the Yukon and almost five percent travelled through Alaska while on their visit to the NWT.

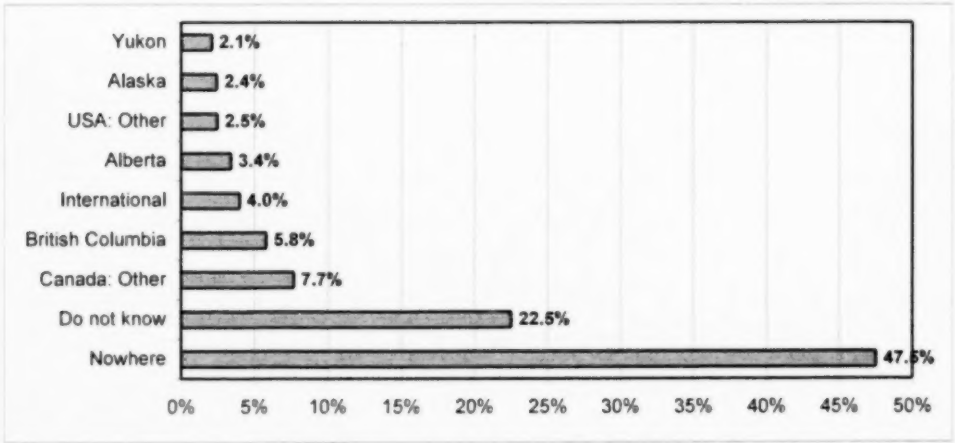
Figure 16: Other Places Visited During this Trip



ALTERNATIVE VACATION OPTIONS

DURING THE SUMMER OF 2006, 47.5% of VFR travellers indicated they would not have gone anywhere else had they not visited the NWT. Approximately 19% of VFR travellers said they would have visited some other province or territory in Canada, with British Columbia (5.8%) and Alberta (3.4%) the most common options. Alternative vacation destinations preferred by VFR travellers also included international countries (4.0%) and the USA (4.9%), including Alaska (2.4%).

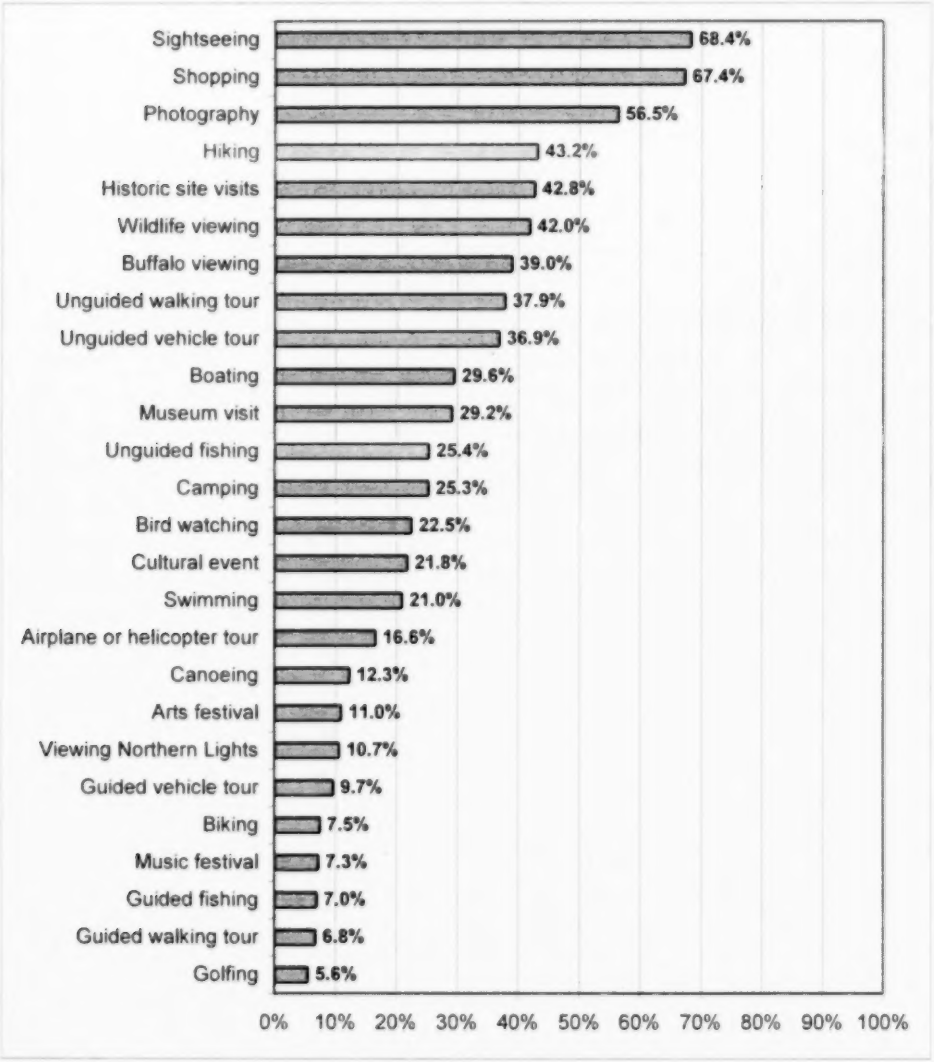
Figure 17: Alternative Vacation Choices



ACTIVITY PARTICIPATION

THE FOUR MOST POPULAR ACTIVITIES that VFR travellers participated in while in the NWT were sightseeing, shopping, photography, and hiking. Historic site visits and wildlife viewing, including buffalo viewing were also quite common among these travellers. Unguided activities, including walking tours, vehicle tours and fishing were also fairly common activities.

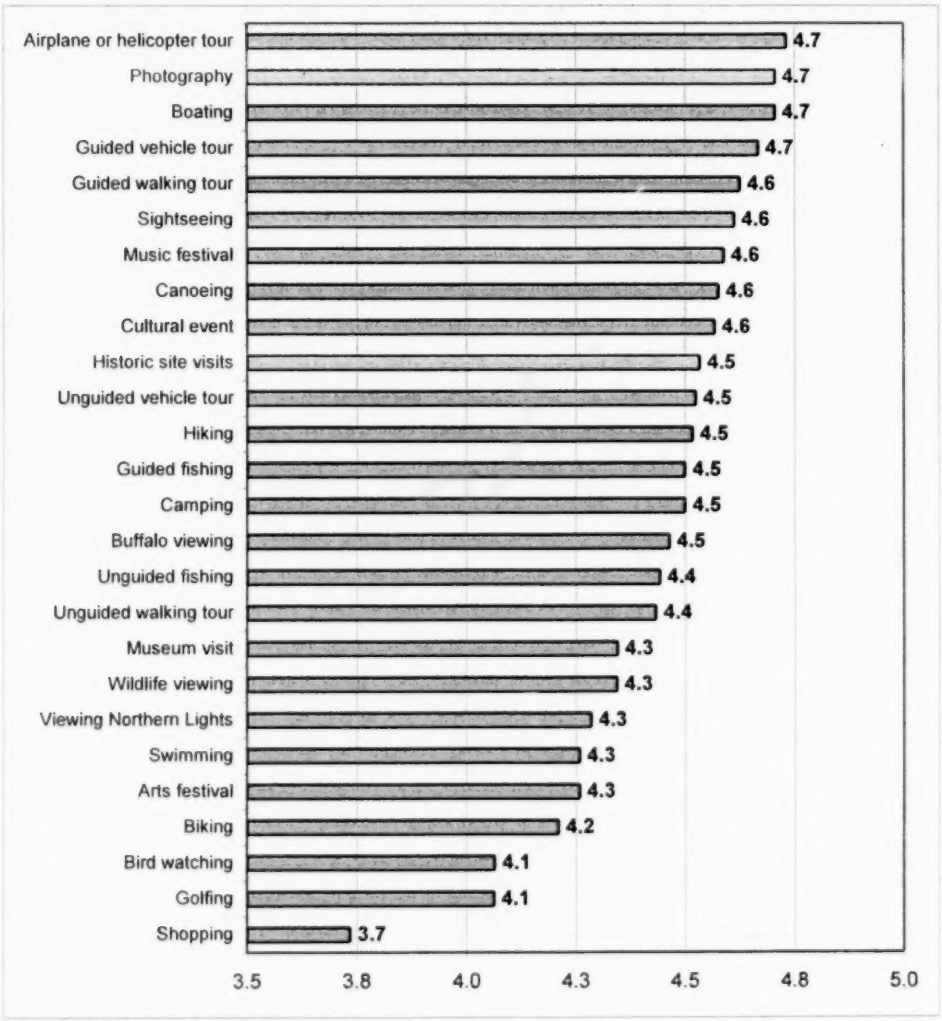
Figure 18: Activity Participation



ACTIVITY SATISFACTION RATINGS

ALL ACTIVITIES THAT VISITORS participated in received high ratings. On a scale of one to five, with five being the highest possible rating, the lowest average rating was Shopping at 3.7. The highest rated activities included airplane or helicopter tours, photography and boating. Similar to the trend for all visitors to the NWT, shopping was a common activity for VFR travellers, but received the poorest satisfaction ratings. Also, guided walking and vehicle tours were considerably less popular than their unguided counterparts, but were rated far higher, suggesting that short, guided tours are a worthwhile investment for VFR travellers.

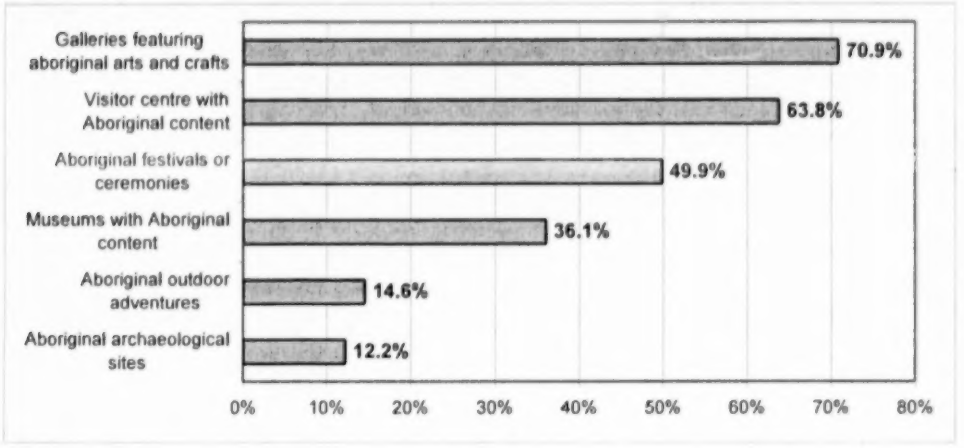
Figure 19: Activity Ratings



PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES AND EVENTS

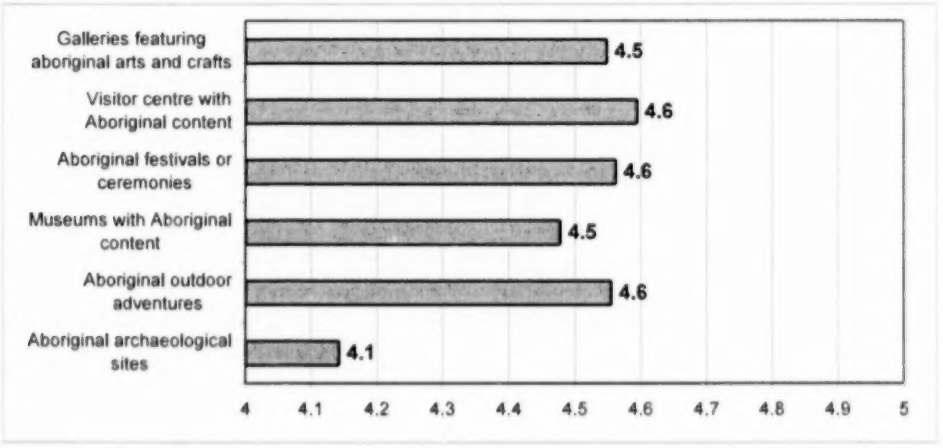
JUST OVER 27% (1,705) OF VFR TRAVELLERS INDICATED they had participated in some form of aboriginal activity or event while in the NWT. For those who participated in an aboriginal activity or event, the most common activities were visiting galleries or visitor centres which had aboriginal content.

Figure 20: Participation in Aboriginal Activities and Events



Similar to the activity ratings in *Figure 19* above, those travellers who participated in Aboriginal activities and events rated them very highly. The lowest rating was 4.1 out of 5, with Aboriginal outdoor adventures and visitor centres with aboriginal content receiving the highest ratings.

Figure 21: Aboriginal Activity and Event Ratings



WHEN ASKED WHY THEY DID NOT TAKE PART IN ANY ABORIGINAL EVENTS OR ACTIVITIES, over 60% of VFR travellers said they were either not interested or were not aware of any products that were available. The most common "Other" response was either that they had no time available or that they had not planned to participate in any aboriginal events or activities.

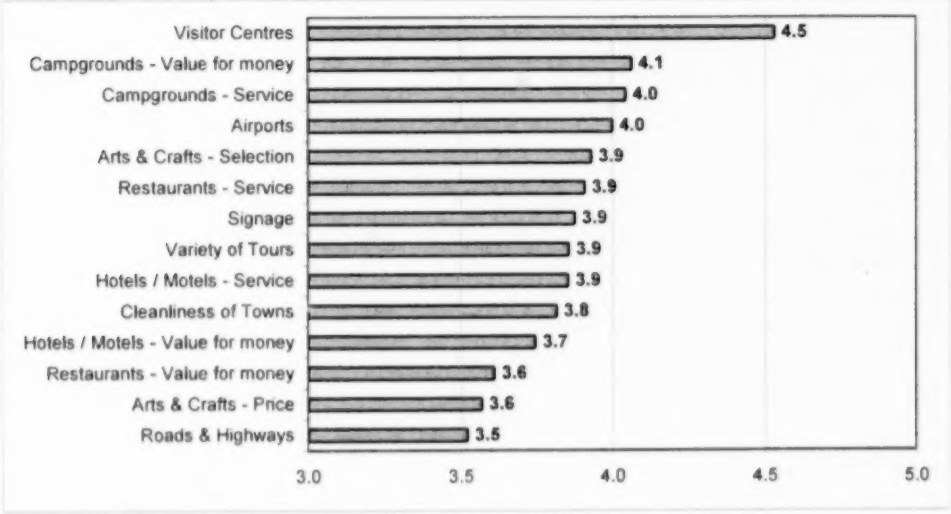
Figure 22: Reason for not Participating in Aboriginal Activities or Events

Reason for not Participating in any Aboriginal activities or events	Percent of VFR Travellers who did not participate in any aboriginal activities or events
Was not interested	32.9%
Other	28.6%
Not aware of what was available	27.1%
Was unavailable	20.1%
Was difficult to access	2.4%
Could not find what I was looking for	1.6%
Too expensive	1.2%
Don't know / refused	1.1%

TOURISM SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS

THE FIGURE BELOW SHOWS AVERAGE RATINGS for tourism services, products and infrastructure in the Northwest Territories, which ranged from 3.5 to 4.5 out of 5. Although service, quality and selection often rated fairly high, price and value received lower scores with the exception of Campgrounds where value was rated highly. Roads and highways received lower ratings as well, however airports, on average, were rated well. Of all services, products and infrastructure, the territory's Visitor Information Centres received the highest average ratings.

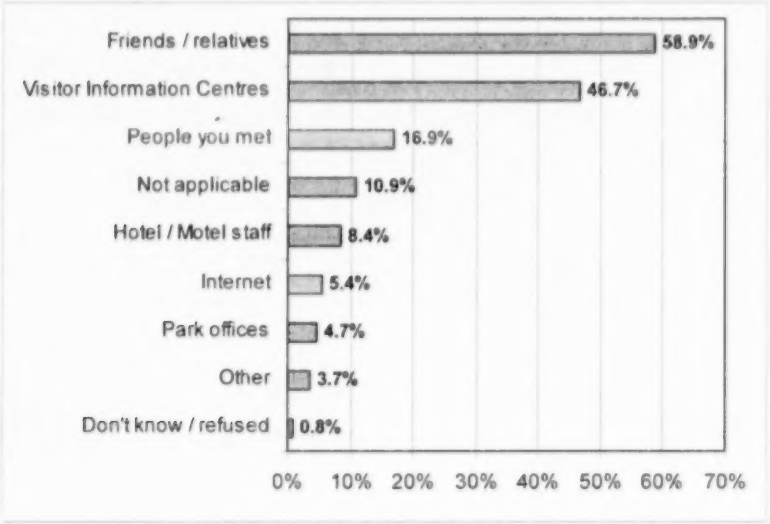
Figure 23: Tourism Service, Product and Infrastructure Ratings



INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES

TRAVELLERS WHO CAME TO THE NWT TO VISIT WITH FRIENDS AND RELATIVES most commonly relied on their hosts when seeking information during their stay. Visitor Information Centres (47%) were also a common source of information for VFR travellers. Since VFR travellers predominantly stayed with friends or relatives while in the NWT, hotel / motel staff were not generally relied upon as a source of information.

Figure 24: Information Sources Used While in the NWT



TRIP EXPENDITURES

VFR TRAVELLERS SPENT A TOTAL OF $3.1 million while in the NWT between May 15 and September 15, 2006. VFR travellers contributed 6.4% of the total spending by all travellers during this time period.

Table 8: Total Trip Expenditures by Segment and Mode of Travel

Segment	Air				Road				Total
	Canada	USA	Other	Total	Canada	USA	Other	Total	
VFR	**$ 1,898,724**	**$ 44,791**	**$ 126,237**	**$ 2,067,752**	**$ 995,205**	**$ 53,603**	**$ -**	**$ 1,048,808**	**$ 3,116,560**
Hunting	$ 85,178	$ 977,456	$ 104,306	**$ 1,166,941**	$ 19,171	$ 59,463	$ 13,471	**$ 92,105**	**$ 1,259,046**
Outdoor Adventure	$ 858,500	$ 210,633	$ 98,644	**$ 1,167,777**	$ 575,954	$ 731,907	$ 10,944	**$ 1,318,804**	**$ 2,486,581**
Fishing	$ 1,112,691	$ 1,486,908	$ 143,690	**$ 2,743,289**	$ 567,096	$ 2,973	$ -	**$ 570,069**	**$ 3,313,357**
General Touring	$ 1,027,016	$ 58,073	$ 61,167	**$ 1,146,256**	$ 4,012,819	$ 562,457	$ 1,212,645	**$ 5,787,921**	**$ 6,934,177**
Total Leisure	$ 4,980,110	$ 2,777,861	$ 534,043	**$ 8,292,014**	$ 6,170,245	$ 1,410,402	$ 1,237,061	**$ 8,817,707**	**$ 17,109,721**
Business	$ 26,078,327	$ 1,821,216	$ 620,472	**$ 28,520,016**	$ 3,002,304	$ 4,054	$ 92,069	**$ 3,098,427**	**$ 31,618,442**
Total	**$ 31,058,437**	**$ 4,599,077**	**$ 1,154,515**	**$ 36,812,029**	**$ 9,172,548**	**$ 1,414,456**	**$ 1,329,130**	**$ 11,916,134**	**$ 48,728,164**

* VFR = Visiting Friends & Relatives

Table 9 presents the average per person and total spending for various expenditure categories. VFR travellers' greatest single expense while in the NWT was airfare, at $112 per person, followed by restaurants and fuel, at $73 and $69 per person respectively. Arts and crafts were also a major expense for VFR travellers, totalling $312,756 between May 15 and September 15; almost double the total expenditure on simple souvenirs. At $522, the average per person spending in the NWT by VFR travellers was the lowest of all the visitor segments, which ranged from $522 per person to $4,100 per person, with an overall average of $1,722 per person.

Overall, VFR travellers spent an average of $745 per person getting to the NWT; $522 per person while in the NWT; and $28 per person on various prepaid package costs. In total, VFR travellers spent just over $3 million while in the NWT, along with a total of approximately $4 million in travel costs to get to the NWT.

Table 9: Trip Expenditures by Category of Spending and Mode of Travel

Expenditures		Average Spending	Total
In NWT:	Commercial Accommodation	$ 46	$ 280,557
	Camping	$ 12	$ 74,601
	Entertainment	$ 41	$ 206,212
	Arts & Crafts (prints, carvings)	$ 54	$ 312,756
	Souvenirs (mugs, t-shirts, pins)	$ 30	$ 172,448
	Tours	$ 19	$ 147,318
	Groceries	$ 48	$ 276,316
	Fuel	$ 69	$ 352,757
	Restaurants	$ 73	$ 407,441
	Vehicle / Boat Rental	$ 8	$ 55,138
	Airfare	$ 112	$ 786,878
	Other	$ 10	$ 44,138
Total spending while in NWT		$ 522	$ 3,116,560
Cost to get to NWT		$ 745	$ 4,011,807
Prepaid Package Cost		$ 28	$ 245,991

TRIP CHARACTERISTICS

1. What NWT community or location was your primary destination (hunting/fishing lodge; specific community)? _____

2. Did you fly directly to the NWT?

   ☐ Yes ☐ No

   How many times did you change planes? _____

3. While in the NWT, how did you travel between communities?

Community Name									
From:	To:	Plane - Commercial	Plane - Private	Car / Truck - Own	Car / Truck - Rental	RV - Own	RV - Rental	Tour Bus	Other:
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐

4. Including yourself, how many people are in your travel party? _____

5. Are you travelling:

   ☐ Alone ☐ As couple ☐ As a family ☐ With friends

6. Including yourself, what are the ages and gender of people in your immediate travel party?

M	F	Age	M	F	Age
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____

7. In total, how many nights did you spend in the NWT? _____

8. Where do you currently live?
   City: _____
   State/Province: _____
   Country: _____

Trip Planning

9. What was the primary focus of your trip?

☐ Fishing:	☐ Guided	☐ Unguided
☐ Hunting:	☐ Guided	☐ Unguided
☐ Outdoor Adventure:	☐ Guided	☐ Unguided
☐ General Touring		
☐ Visiting Friends or Relatives		

10. How many months before your visit did you start thinking about travelling to the NWT? _____

11. How many months before your visit did you make a firm decision to travel to the NWT? ____

12. Which of the following sources did you use when planning your trip to the NWT? (*Please check all that apply.*)

☐ Explorers Guide	☐ TV / Radio	☐ Magazine
☐ Travel Agent	☐ Word of Mouth	☐ Newspaper
☐ Lived here before	☐ Friends / Relatives	☐ NWT 1-800 Number
☐ Outfitter / Tour Operator	☐ ExploreNWT.ca	☐ Other: _____
☐ DehChoTravel.com	☐ Consumer Show: _____	

13. While in the NWT, what sources did you use for information during your trip? (*Please check all that apply.*)

☐ Hotel / Motel Staff	☐ People you met	☐ N/A
☐ Park Offices	☐ Friends / Relatives	
☐ Visitor Information Centres	☐ Internet: _____	
☐ Other: _____		

14. Did you spend part of your current trip in any of the following destinations?

☐ Alberta ☐ British Columbia ☐ Yukon ☐ Alaska ☐ N/A

15. Was this your first trip to the NWT? ☐ Yes ☐ No

16. Please select the top three (3) reasons you chose to visit the NWT:

☐ General Interest	☐ Hunting
☐ Wilderness, isolation, landscape or wildlife	☐ Fishing
☐ Natural phenomenon, event or attraction	☐ Always wanted to visit
☐ Culture or History	☐ Family or Friends
☐ Other: _____	

17. If you had not come to the NWT, where would you have gone?
    _____

TRIP ACTIVITIES

18. Please rate the following activities or tours you or anyone in your party participated in? (*If you or your party did not participate in the activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	N/A	Comments
Airplane/Helicopter Tour	1	2	3	4	5	☐	
Arts Festival	1	2	3	4	5	☐	
Aurora Viewing	1	2	3	4	5	☐	
Biking	1	2	3	4	5	☐	
Birdwatching	1	2	3	4	5	☐	
Boating	1	2	3	4	5	☐	
Buffalo Creep	1	2	3	4	5	☐	
Camping	1	2	3	4	5	☐	
Canoeing	1	2	3	4	5	☐	
Cruise	1	2	3	4	5	☐	
Cultural Event	1	2	3	4	5	☐	
Fishing: Guided	1	2	3	4	5	☐	
Fishing: Unguided	1	2	3	4	5	☐	
Hiking	1	2	3	4	5	☐	
Historic site visit	1	2	3	4	5	☐	
Hunting: Guided	1	2	3	4	5	☐	
Hunting: Unguided	1	2	3	4	5	☐	
Museum visit	1	2	3	4	5	☐	
Music Festival	1	2	3	4	5	☐	
Photography	1	2	3	4	5	☐	
Rafting	1	2	3	4	5	☐	
Sailing	1	2	3	4	5	☐	
Shopping	1	2	3	4	5	☐	
Sightseeing	1	2	3	4	5	☐	
Swimming	1	2	3	4	5	☐	
Town tour: walking-guided	1	2	3	4	5	☐	
Town tour: walking-unguided	1	2	3	4	5	☐	
Town tour: vehicle-guided	1	2	3	4	5	☐	
Town tour: vehicle-unguided	1	2	3	4	5	☐	
Whitewater Kayaking	1	2	3	4	5	☐	
Wildlife Viewing	1	2	3	4	5	☐	
Other: _____	1	2	3	4	5	☐	

19. Were there any activities that you hoped to do, but were not available?

☐ Yes ☐ No

Which activities? _____

20. Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the NWT?

☐ Yes

Please rate your satisfaction with the following Aboriginal sites, events and activities. (*If you did not visit the site or take part in the event or activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	N/A
Visitor centres with aboriginal content	1	2	3	4	5	☐
Aboriginal archaeological sites	1	2	3	4	5	☐
Museums with aboriginal content	1	2	3	4	5	☐
Aboriginal festivals / ceremonies	1	2	3	4	5	☐
Galleries featuring aboriginal arts and crafts	1	2	3	4	5	☐
Aboriginal outdoor adventures	1	2	3	4	5	☐
Other: _____	1	2	3	4	5	☐

☐ No

Why not? (*Please choose all that apply.*)

☐ Was not interested
☐ Too expensive
☐ Was not available
☐ Was difficult to access
☐ Could not find what I was looking for
☐ Not aware of what was available
☐ Other: _____

Comments about Aboriginal Tourism in the NWT: _____

_____

21. Did you visit a National Park while in the NWT?

☐ Yes

Which park(s)? _____

☐ No

Why not? _____

22. What type of accommodations did you use on your trip? (*Please check all that apply.*)

☐ Home of friends or relatives	_____ nights	*Please indicate how many nights you stayed at each type of accommodation.*
☐ Roadside pullout	_____ nights	
☐ Wilderness camping	_____ nights	
☐ Outfitters lodge / camp	_____ nights	
☐ Cabin rental	_____ nights	
☐ Hotel / motel	_____ nights	
☐ Government Campground	_____ nights	
☐ Bed & Breakfast	_____ nights	
☐ Other: _____	_____ nights	
☐ Did not stay overnight		

23. When choosing a vacation destination, how important to you are the following considerations?

	Not at all important				Very important
Experiencing nature with a guide	1	2	3	4	5
Unique or different cultural groups	1	2	3	4	5
Physical adventure	1	2	3	4	5
Personal challenges	1	2	3	4	5
Learning opportunities	1	2	3	4	5
Viewing wildlife	1	2	3	4	5
Outstanding scenery	1	2	3	4	5
Opportunity to purchase arts and crafts	1	2	3	4	5
Meeting new people	1	2	3	4	5
Parks and wilderness areas	1	2	3	4	5
Cost of accommodation and meals	1	2	3	4	5
Package tours to destination	1	2	3	4	5
Exciting nightlife and entertainment	1	2	3	4	5
Luxury accommodations	1	2	3	4	5
Opportunities to take organized tours	1	2	3	4	5
Interesting shopping	1	2	3	4	5
Having fun, being entertained	1	2	3	4	5
Personal safety	1	2	3	4	5
High standards of cleanliness and hygiene	1	2	3	4	5
Warm, sunny climate	1	2	3	4	5
Reliable weather	1	2	3	4	5
Cost to get to destination	1	2	3	4	5
Relaxing break from work	1	2	3	4	5

24. Please rate the following services, products and infrastructure on a scale of 1 to 5, where 1 is very poor and 5 is excellent? (*Please choose N/A if the service, product or infrastructure does not apply to you.*)

	Very poor			Excellent		N/A
Hotels/motels – Service	1	2	3	4	5	☐
Hotels/motels – Value for Money	1	2	3	4	5	☐
Campgrounds – Service & Amenities	1	2	3	4	5	☐
Campgrounds – Value for Money	1	2	3	4	5	☐
Restaurants – Service	1	2	3	4	5	☐
Restaurants – Value for Money	1	2	3	4	5	☐
Arts and Crafts – Selection by type of good	1	2	3	4	5	☐
Arts and Crafts – Selection by price	1	2	3	4	5	☐
Signage	1	2	3	4	5	☐
Roads and Highways	1	2	3	4	5	☐
Airports	1	2	3	4	5	☐
Visitor Centres	1	2	3	4	5	☐
Variety of Tours	1	2	3	4	5	☐
Cleanliness of Towns (litter)	1	2	3	4	5	☐

TRIP EXPENDITURES

Prices listed below are in: ☐ *Canadian Dollars* ☐ *US Dollars*

25. Did you have any prepaid package costs for this trip?
☐ Yes – Total cost for your group: $_____ ☐ No

26. Aside from any prepaid package costs, how much did your party spend on getting to the NWT? $____

27. While in the NWT, how much did your party spend on the following items?

Accommodation:	
Hotels	$_____
Bed & Breakfasts	$_____
Camping	$_____
Tours	$_____
Fuel	$_____
Vehicle / Boat Rental	$_____
Airfare	$_____
Entertainment	$_____
Arts and Crafts (prints, carvings)	$_____
Souvenirs (mugs, t-shirts, pins)	$_____
Groceries	$_____
Restaurants	$_____
Other: _____	$_____
Other: _____	$_____

DEMOGRAPHIC INFORMATION

28. What is the highest level of education you have achieved?

☐ Less than high school
☐ High school
☐ Some technical college / university
☐ College / Technical Diploma
☐ University Degree
☐ Masters / Ph.D. Degree

29. Which category best describes your current occupation?

☐ Professional
☐ Trades
☐ Health care
☐ Retired
☐ Management
☐ Clerical
☐ Self-employed
☐ Unemployed
☐ Education
☐ Retail
☐ Student
☐ Other: _____

30. In which range is your approximate household income?

☐ Under $30,000
☐ $30,000 - $49,999
☐ $50,000 - $69,999
☐ $70,000 - $89,999
☐ over $90,000

31. Are there any other comments you would like to make about your visit to the Northwest Territories?

_____

Thank you for your time!
We appreciate your help in our effort to further understand and improve the tourism industry within the Northwest Territories.